

**MINUTES OF THE
SPORTS ADVISORY COMMITTEE**

Tuesday, September 7, 1999 - 9:00 a.m. - Room 403 State Capitol

Members Present:

Sen. Beverly Evans, Senate Chair
Rep. Jordan Tanner, House Chair
Sen. Karen Hale
Sen. Paula F. Julander
Sen. L. Alma Mansell
Rep. Perry L. Buckner
Rep. Neal B. Hendrickson
Rep. A. Lamont Tyler
Rep. David Ure
Mr. Roger Cutler
Mr. Hugh Daniels
Ms. Sidney Fannesbeck
Mr. Brent Gardner
Ms. Lou Mueller
Mr. Howard Peterson
Mr. Randy Will

Members Excused:

Rep. David L. Gladwell
Mayor Lewis Billings
Mr. Max Hogan
Ms. JoAnn Seghini

Members Absent:

Sen. John L. Valentine
Rep. Duane Boudeaux
Comm'r. Brent Overson

Staff Present:

Mr. Brian Allred,
Research Analyst
Ms. Janetha Hancock,
Associate General Counsel
Ms. Beverlee LeCheminant
Legislative Secretary

Note: A list of others present and handouts distributed are on file in the Office of Legislative Research and General Counsel.

1. **Call to Order** - Sen. Evans called the meeting to order at 9:15 a.m.

Approval of Minutes of July 14, 1999 -

MOTION: Sen. Julander moved to approve the minutes of the July 14, 1999 meeting. The motion passed unanimously with Rep. Ure absent for the vote.

2. **Committee Business** - Chair Evans introduced Mr. Brent Gardner from the Association of Counties as a new committee member replacing Commissioner James Soter.

3. **Salt Lake Olympic Organizing Committee Presentation on Arts and Culture, Youth Sports, Education, and Environment Programs** - Dr. Julie Stanfield, Director of Education, told the committee that she has the opportunity to work with over 500,000 students and 23,000 teachers in 807 schools across the state in implementing programs to help the students understand and participate in the 2002 Winter Games related events. In 1998, a program was implemented called "Cool Winter Games," where elementary students were able to create artwork using the theme of "Cool Courage of Olympic Athletes." The artwork of 250 students was put on a traveling display that

is going statewide and the display will travel to 16 different cities as well as coming to the Legislature in February of 2000. She indicated that another program has been implemented where students across the state have the opportunity to create designs for the commemorative Olympic pin program. Artwork submitted by four students has been selected to be made into pins.

Dr. Stanfield pointed out that SLOC has awarded 33 \$500 grants to teachers across the state to implement and design programs, not only in their schools, but in their communities that will push the Olympic spirit. One program that is being designed is called "A Healthier You 2002." The goal of this program is to motivate adults 25 years of age and older to use the Olympic spirit to maximize health. She indicated that this year all 807 schools in the state will have the opportunity to apply to be an Olympic/Paralympic School and will receive \$1,000 to implement Olympic-related activities. She explained the High School Olympic Journalists Program where a high school journalist will interview, write stories, and become goodwill ambassadors as they interact with athletes, community members, and school children. Dr. Stanfield provided committee members with a handout describing the Olympic Education Programs.

Mr. David Workman, Olympic Environmental Programs, told the committee that there are four different tree programs. The first program is "Plant an Olympic Family Tree," and this program planted 8,000 trees across the state last year. The second tree program is "Tree-cology" which provides one tree for each third grade class in the state and its goal is to create Olympic Groves which can then be used as outdoor classrooms. The third tree program is "Cool Spaces 2002" and its purpose is to plant trees in strategic spots to help reduce air pollution. The fourth tree program is the venue tree program and its purpose is to plant trees at the venue locations, specifically Soldier Hollow, the Utah Winter Sports Park, and Oquirrh Park. Mr. Workman indicated that all four tree programs will plant 100,000 trees by the time the Winter Games are over.

Mr. Workman indicated that three other environmental projects that are taking place are: 1) hotel and restaurant greening project; 2) environmental education; and 3) stream and wetland restoration projects. Mr. Workman provided committee members with a handout describing the environmental programs.

Mr. Bob Bills, Youth Programs, said that the Olympic youth programs are designed to be visible to the public and viable to the sport. A legacy of sports programs is being offered that have never been provided by any other organizing committee and the programs are designed to expand and continue. The two types of sports programs are: 1) short exposure which are taken to the students in the schools; and 2) sport introduction which take place at Olympic venues or other winter sport facilities. He provided committee members with a handout describing the Olympic Youth Sport Programs.

4. Post-Olympic Operation and Maintenance of Soldier Hollow Venue - Mr. Courtland Nelson, Director, Division of State Parks and Recreation, summarized the things the Division has been doing over the past 18 months in getting prepared for the legacy component of the Soldier Hollow Venue.

Mr. Steve Roberts, Division of State Parks and Recreation, gave an overview of different options for management at Soldier Hollow which would make it possible for the Division to establish a dialogue with the Legislature and other members of the community and to begin to focus on a per forma for that facility as well as other issues involving other funding initiatives. He provided committee members with printed copies of his overview.

Mr. Howard Peterson distributed and reviewed a handout titled "Features of the Large and Successful Cross Country Ski Centers in the U.S."

Mr. Steven Pace, Utahns for Public Spending, suggested doing a survey of what the public wants or does not want done with the Soldier Hollow venue.

Mr. Bob Mathis, Olympic Coordinator for Wasatch County, indicated that when the opportunity to locate the cross country venues at Wasatch Mountain State Park was presented, the citizens were told that it was their responsibility to see that these facilities have a permanent and lasting impact for their children and grandchildren. He stated that the citizens of Wasatch County believe that if the Legislature will assign appropriate resources to the state park system and to the other economic and recreational entities in this state that a trail will be forged that will bring the Wasatch Mountain State Park into reality as promised. He would urge the Legislature to let the division and anyone else involved in the system work with Wasatch County to resolve the operation of Soldier Hollow Venue.

5. Update on Office of Planning and Budget Olympic-related Revenue Projections and Update and Recommendations on Local Government Costs Associated with the Olympics - Ms. Natalie Gochner, Governor's Office of Planning and Budget (OPB), gave an update on the revenue numbers of potential funding sources for local option costs. She indicated that OPB has been reworking the estimates of the economic and fiscal impacts of the Games and recognizes about \$1.8 billion dollars in new revenue coming into the state that is credited to the Olympic Games. This revenue comes from broadcast spending, SLOC spending in the state, visitor spending, and public and private investment associated with the Winter Games. She stated that it is OPB's feeling that its April 1998 numbers remain the best estimate to use for planning purposes in the 2000 legislative session.

Mr. Leland Gamette, Provo City, said the venue cities and counties have been working for about a year and a half on the process of determining what they need to do to prepare to host the Olympic Games. Each of the 11 entities have developed Olympic budgets that have, in some cases, been presented to elected officials or municipal councils. In going through this process, a series of different assumptions have been used because each community and venue is different and have different needs. They are committed to obtaining these revenue numbers and have worked with OPB

in coming up with a process that will enable them to have numbers that the committee can be comfortable with.

Mr. Chris Bellavita, Executive Director, Olympic Command, said that the Olympic Public Safety Command has two primary jobs: 1) to develop a public safety plan that is comprehensive that involves police, fire, medical service, public works, and emergency management; and 2) to carry out that plan effectively and in a fiscally responsible way. He discussed what the Command is doing to accomplish its security mission in a fiscally responsible least costly way and how it will do that without subjecting the citizens and visitors to unacceptable risks. He indicated that the Olympic Command's goal is to build a resource partnership among local agencies, SLOC, the private sector, and state and federal government. Mr. Bellavita provided committee members with a copy of his presentation.

Mr. Dennis Nordfelt, West Valley City, distributed and reviewed a handout titled "Framework for Olympic Mitigation Fund."

Ms. Gochner, OPB, distributed and discussed a matrix of potential funding sources for local option costs which are: 1) tourism taxes; 2) tourism sales tax exemptions; 3) Olympic-related revenues; and 4) underutilized local-option taxes. She indicated that some of the options are restricted; some would require state action; and some would have the potential to generate large amounts of revenue.

6. Adjourn -

MOTION: Rep. Hendrickson moved to adjourn the meeting. The motion passed unanimously with Sen. Julander absent for the vote.

Chair Evans adjourned the meeting at 11:40 a.m.